



ARTS COMMISSION

Penelope O'Neill, Chair
Shawn Charnaw
Marianne Hamilton
Jonathan Knowles
Colleen Wilcox

Jade Bradbury, Vice-Chair
Mary Curtis
Valerie Hopkins
David Stonesifer

TOWN OF LOS GATOS ARTS COMMISSION

WEDNESDAY, MAY 13, 2009
4:00 P.M.

208 East Main Street, Room 208
Neighborhood Center (upstairs)
Los Gatos, California

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Neighborhood Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**
2. **APPROVAL OF MARCH 11, 2009 MINUTES**
(Attachment 1)
3. **COMMUNICATIONS**
Verbal (Three minute time limit per speaker for subjects not agendized)

Written
4. **COMMITTEE REPORTS: STATUS REPORTS**
 - 5.1 Community Grant Evaluation (O'Neill)
 - 5.2 Music in the Park (Hopkins/Knowles)
 - 5.3 Steering Committee (O'Neill); Council/Commission Retreat
 - 5.4 Art In the Council Chambers – (Bradbury)
5. **APPROVE “ART ON THE BRIDGE” PROPOSAL**
6. **LIAISON REPORTS (Networking the Arts)**
(Three minute time limit per report)
7. **ADJOURNMENT**
Adjourn to Wednesday, June 10, 2009.

Attachments

1. March 11, 2009 Minutes
2. “Art on the Bridge” Proposal

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend. The current Town Attendance Resolution states that any commissioner who is absent from four regular meetings held in a twelve month period, shall surrender his or her office on the Commission.



MEMORANDUM

COMMUNITY SERVICES DEPARTMENT



To: Arts Commission

From: Regina A. Falkner
Community Services Director

Subject: Approve "Art on the Bridge" Proposal

Date: May 8, 2009

Recommendation:

That the Arts Commission approve the Art on the Bridge proposal in concept with conditions as outlined in this staff report.

Discussion:

Commissioner Stonesifer approached Chair O'Neill with a proposal for an "Art on the Bridge" project. The project idea is to have local artists sell their work on the Main Street Bridge. This would support the arts in the community and promote local businesses by linking stores along Main Street which are separated by the bridge.

Staff has reviewed the proposed project and determined that it aligns with Town objectives, specifically promotion of the Downtown and our pilot "Second Saturdays" marketing campaign. While the project has merit, the Town is not able to undertake it as a Town effort due to reduced resources and limited staff capacity. Therefore, staff recommends that the Commission approve the project in concept with the following conditions:

- The shows would be scheduled for each of the second Saturdays in June, July and August to coincide with the Town's Second Saturdays events as a pilot project in 2009.
- The project must be managed by a local non-profit agency. Town Staff would inquire with LGMA, the Art Association, and LGM&A to identify interest. The agency would be responsible for all aspects of managing the project including:
 - a. Screening and scheduling the artists.
 - b. Covering any project costs. The agency could charge a participation fee to offset the costs. The Town fee for use of the Bridge would be \$95/show to cover direct costs, which may be covered by the Town for the pilot.
 - c. Purchasing or otherwise obtaining any necessary equipment.
 - d. Managing the logistics of set up and take down and being on-site during the show.
 - e. Evaluating the success of the show and identifying any issues at the end of the pilot to determine if the show should be continued as part of Second Saturdays or otherwise.

If the Commission approves the proposal, staff will make contact with the identified agencies.

**Art On The Main Street Bridge
Proposal for Arts Commission Consideration**

Concept:

Every Sunday from spring to winter a display of original visual works of art from local artists to be displayed for sale on the Main Street Bridge (north side only). It should be limited to pictures only such as painting, drawing, print, watercolor and photography, in order to make best use of the facility. No craft items, pottery or jewelry.

Presentation:

Because the space is limited, it will be absolutely necessary to control what is brought onto the sidewalk. One small chair, one umbrella and 2 panels hinged together that are free standing and can be lashed to the bridge is permitted. The panels, umbrella and chair will be supplied by the coordinator of the event in order to have consistency. No more than 2 feet of space in depth will be allowed for display, which will leave ample room for pedestrian circulation. The panels take up approximately 5 feet of length and should be spaced 10 feet from each other thus leaving room for a chair, a stack of pictures and possibly an easel for art in action or to feature a picture.

Organization and Funding:

The Arts Commission, if they agree that this is an appropriate venue for furthering the Arts in Los Gatos, would identify an organization to run the program, seek Council approval and make funds available to implement the concept. Fifteen (15) pairs of panels, fifteen (15) umbrellas and fifteen (15) chairs are estimated to cost approximately \$6,000. More equipment can be added later from fees charged to the participating artists.

This is a visual arts concept and the coordinating party should be well versed in this area. The Museums of Los Gatos would be the natural direction as they have the expertise. They have an existing pool of over 50 artists at the Museum Retail Gallery who have been pre-screened for quality.

The Town Manager has expressed a positive interest and feels it would help bring foot traffic to East Main Street.

David Stonesifer
Arts Commissioner